

1970

February 12, 1970

Committee on Academic Affairs

Follow this and additional works at: http://thekeep.eiu.edu/caa_minutes

Recommended Citation

Committee on Academic Affairs, "February 12, 1970" (1970). *Minutes*. 1157.
http://thekeep.eiu.edu/caa_minutes/1157

This Article is brought to you for free and open access by the Council on Academic Affairs at The Keep. It has been accepted for inclusion in Minutes by an authorized administrator of The Keep. For more information, please contact tabruns@eiu.edu.

MINUTES OF THE COUNCIL ON ACADEMIC AFFAIRS

February 12, 1970

The Council on Academic Affairs held a meeting at 10:00 a.m. in Room 128 of Booth Library.

Members present: Mr. Amos, Mr. J. Connelly, Mr. Keppler, Mr. McKenna, Mr. Rooke, Miss Soderberg, Mr. Steinmetz, Mr. R. Weidner, and ex officio member, Mr. Moody. Absent: Mr. Lowell.

I. Minutes of February 5.

The minutes were approved as published.

II. Communications.

1. From Dr. Taber - Request for clarification of history-social studies general requirement when a candidate for a professional degree has a four-hour exemption in history - Agenda Item 70-20 - Feb. 9.

III. Consideration of Student Membership on the Council - (Agenda Item 69-107).

After some discussion Mr. Keppler moved and Mr. Amos seconded the motion to table Agenda Item 69-107 until the February 19 meeting. The motion carried with voting as follows: 5 "Yes," 2 "No," and 1 "Abstention."

IV. New Course, Edu. 440, Teaching Practicum in Secondary School - (Agenda Item 70-13).

Dr. McDonald was present in order to state his views on the proposed course.

Mr. Connelly moved and Mr. Rooke seconded the motion to approve the addition of the course to become effective Summer 1970. The motion carried with voting as follows: 6 "Yes," 1 "No," & 1 "Abst."

This approved the following new course:

Edu. 440. Teaching Practicum in Secondary School. (3 q. hrs.)

V. New Course, Market. 474; Deletion of Bus. Ed. 140; Renumbering of Market. 247 to 347, 248 to 348, 249 to 349, 250 to 350; and Addition of Prerequisite to Market. 247 - (Agenda Item 70-14).

1. Mr. Connelly moved and Mr. Keppler seconded the motion to approve the deletion of Bus. Ed. 140. The motion carried unanimously, to become effective at the end of the Spring, 1970.

This action approved the deletion of:

Bus. Ed. 140. Business Mathematics. (4 q.hrs.)

2. Mr. Connelly moved and Mr. Keppler seconded the motion to approve the addition of Marketing 474, to become effective Summer, 1971. The motion carried unanimously.

This action approved the addition of:

Marketing 474. Advertising Management. (4 q.hrs.)

3. The consensus was to invite Dean Giffin to the next meeting of the Council to answer some questions concerning the renumbering of the marketing courses.

VI. New Courses in Speech - (Agenda Item 70-15).

After some discussion of the proposed courses, the consensus was to invite Dr. Garner to the February 26 meeting of the Council to answer some questions concerning the proposed courses.

The meeting adjourned at 11:55 a.m.

Mary McElwee
Recording Secretary

* * * * *

ANNOUNCEMENT OF MEETING

Room 128, Booth Library

February 19, 1970 - 10:00 a.m.

Agenda:

- 69-107. Consideration of student membership on the Council.
- 70-4. Request to chg. credit from 4 to 1-4 q.hrs. & delete "secondary" in Ed. 460.
- 70-5. Request to add Ed. 470, Gifted & Creative Students
- 70-12. Articulation.
- 70-14. Request to renumber Market. 247 to 347, 248 to 348, 249 to 349, 250 to 350; and add prerequisite of Econ. 255 for Marketing 247.
- 70-15. New courses in Speech: 254, Understanding Media; 317, Develop. of Communication Theories; 323, Advanced Pub. Speak.; 363, Theory & Pract. of List.
- 70-16. Request to: (1) revise requirements in B.S. in Rec.; (2) add Socio. 365 & 381 to list of approved courses for distribution require. for B.S. in Rec. majors.
- 70-17. Recommendation to exempt final quarter seniors from final examinations in courses in which they are carrying an average of C or above.
- 70-18. Request to delete Socio. 473 as requirement for Home Ec. in Bus. & Dietetics majors.
- 70-19. Request to revise intent of action taken on March 20, 1969, concerning acceptance of trans. credit as fulfilling gen. ed. requirements if the deficit in transfer is not greater than 2 q.hrs.
- 70-20. Request for clarification of history-social studies general require. when a candidate for a professional degree has a four-hr. exemption in history.

To: Council on Academic Affairs
From: Harry Meigis
Subj: New Course Proposal
Date: January 21, 1970

Approved
2/12/70
effective 8/70
using the no. 440.
70-13

On 11 November 1970, the Council on Teacher Education approved a proposal to reduce the minimum hours of student teaching credit required for secondary majors from 12 quarter hours to 11 quarter hours. Involved in the proposal was a new course Education 440. Because the proposal did not originate with the Faculty of Education, no formal action was taken by our Curriculum Committee to request approval of the course at that time.

On 7 January 1970, the Curriculum Committee of the Faculty of Education approved the course, Education 440. We now request the approval of the Council on Academic Affairs of the course, Education 440, "Teaching Practicum", with the following course identification:

Education 440, "Teaching Practicum in Secondary School." Every Quarter (3 q. hrs.)

SCHOOL
OF
BUSINESS

*Do the numbers
really mean anything?
are these really
sophomore or junior
level courses?
are these courses taught
in junior colleges?*

70-14

1- Bus. Ed. 140 Deleted
end of '70.

January 23, 1970

2- Mkt. 474 approved
effective Su. '71

To: The Council on Academic Affairs

Subject: Forwarding of requests by the Curriculum Committee of the School of Business.

OK *invite Giffin* 1) Request that Business Education 140, BUSINESS MATHEMATICS, be deleted from the catalogue. It no longer serves a purpose in the curriculum. (1)

2) Request that numbers of the following Marketing courses be changed as indicated:

247 PRINCIPLES OF MARKETING, to 347
248 PRINCIPLES OF SALESMANSHIP, to 348
249 PRINCIPLES OF RETAILING, to 349
250 PRINCIPLES OF ADVERTISING, to 350

EFFECTIVE
SUMMER 1971



It is requested, further, that Marketing 247 (347) have the prerequisite of Economics 255.

Approve 2474 for Summer 1971 -

This was approved by the Curriculum Committee of the School of Business on Tuesday, January 20, 1970.

Reasons for the change of numbers are as follows:

a) Almost all universities and colleges approved by the American Association of Collegiate Schools of Business offer these courses during the third year. Eastern's School of Business holds a membership in the AACSB Assembly.

b) With the advent of the mathematics requirement and other preparatory prerequisites, students will find it necessary to take these courses in the junior and senior years.

c) Marketing majors, particularly transfers from junior colleges, are currently having difficulty selecting 64 q. hrs. of upper division courses for graduation.

d) With the modern emphasis on concepts rather than techniques in Schools of Business, the subject matter in these courses is more appropriately presented to upper division students.

e) The AACSB, recommends that these courses be in the upper division of the business program.

3) Request approval of a new Marketing course, Marketing 474, ADVERTISING MANAGEMENT. Copies of the course proposal are attached. This course was approved by the Department of Marketing on December 8, 1969, and by the Curriculum Committee of the School of Business on January 20, 1970. (2)

James F. Giffin
James F. Giffin
Dean

ADVERTISING MANAGEMENT

A COURSE PROPOSAL

December 8, 1969

TABLE OF CONTENTS

<u>ITEM</u>	<u>PAGE</u>
I. CATALOGUE DESCRIPTION	1
II. STATEMENTS	
Purpose of the Course	1
Need for the Course	
Date to be Effective	2
Required	2
Elective	2
III. OUTLINE OF THE COURSE	2
IV. STATEMENTS	
Type of Instruction	6
Texts and Materials	6
Special or Unusual Projects	6
V. JUSTIFICATION OF LEVEL OF COURSE	7
VI. SIMILAR COURSES	7
VIII. INSTRUCTOR	7
IX. DEPARTMENT APPROVAL	7
X. SCHOOL APPROVAL	7

1. Catalog Description

Marketing 474 - Advertising Management. Winter (4 q. hrs.)

Application of the management functions to advertising.

Prerequisite: Management 251 and Marketing 250(350).

ABBREVIATED TITLE: ADVT. MGT

2. (a) Purpose of the Course

The purpose of this course is to provide the student, who has successfully completed Principles of Advertising, an opportunity to acquire greater exposure to the application of the various functions of management to the field of advertising and sales promotion. Specifically, this course will be designed to accomplish the following objectives:

1. Subject the student, in greater depth, to the existing literature in the field of advertising and sales promotion;
2. To solidify the student's awareness of the role of advertising in the total marketing structure of the company that operates in a market economy;
3. To apply the problem solving process to the various business problems that might arise in the area of advertising and sales promotion; and
4. To bridge the gap that exists between the academician and the practitioner in advertising and sales promotion.

(b) Need for the Course

Advertising continues to be increasingly important in today's economy. The existing marketing course -- Principles of Advertising -- provides only an introduction to the field. Experience indicates that there are many students who are interested in further study in the field of advertising and sales promotion.

Growth in the field of advertising is indicated by the following evidence:

1. The 89th edition of the Statistical Abstract of the United States, 1968 estimates that advertising expenditures in 1967 - \$16.84 billion - were almost 10 times the amount of advertising expenditures in 1935 - \$1.69 billion; and
2. A recent communication published by the Department of Advertising, University of Illinois, stated, "There is an estimated annual need of 18,000 newcomers in the major areas of the advertising industry. This continued growth has caused an urgent need in two vital areas... teachers of advertising on the university level, and professionally trained men and women for industry."

The rapid growth in advertising expenditures in the last three decades and the critical need for people to fill jobs in the field of advertising creates a need for the university to add new advertising courses to its existing curriculum.

(c) Date to be Effective

When approved.

(d) Required

Advertising Management would not be required for a degree in marketing; however, the student would be encouraged to supplement his program of study in marketing with this course.

(e) Elective

This course would be elective in the business major under the B.S. in Business Administration degree program in the areas of Marketing, Management, and Accounting (from a budget point of view). The course would also be elective in the business major under the M.B.A. in Business Administration.

3. Outline of the Course

First Week: Advertising and promotion in marketing management.

Aim: To introduce the student to advertising management and the decision making process as it functions within the total framework of the marketing organization.

Method: A broad discussion of the following subjects will be conducted:

- (1) advertising and the marketing concept,
- (2) The problem of defining advertising,
- (3) defining other promotional tools. Management principles and the problem solving process will be reviewed. Students will participate in solving a sample case problem in order to experience application of the problem solving process.

Second Week: The advertising and marketing plan

Aim: To acquaint students with the importance of planning to the marketing mix in relation to the market and existing economic conditions, with special emphasis on advertising and sales promotion.

Method: The critical characteristics of planning should be explained to the students. The students should be required to present their views on planning and strategy with respect to advertising and sales promotion for specific products. The instructor should tie student comments together relative to a brand and its annual plan of action.

Assignment:

The Alpha Corporation has been a leader in the packaged food field for two decades; however, in the last two years total sales volume has not increased. Have the students submit three hypotheses that might lead to defining the reason for the company's lack of progress in sales and possible alternative solutions to the problem.

Third Week: The stimulation of market demand

Aim: To provide an overview of the various ramifications of market demand.

Method: Explain the advertising manager's role in appraising advertising and sales promotion opportunity. The students should be involved in a discussion of (1) the nature of the problems of expanding generic and brand demand, and (2) the factors which influence the opportunities to expand each type of demand.

Assignment:

Have the students select a specific market for a consumer product. Sales Management's Survey of Buying Power should be used to acquire data relative to the sales potential of the market. Specifically, the market should be a standard metropolitan statistical area. Have the students describe the market using circle, rectangle, or bar graphs. The students will then make presentations of their research to the advertising manager in such a manner that would aid in the decision making process with respect to where emphasis of the advertising expenditure should be placed.

Fourth Week: Advertising and mass communication

Aim: To explain the decision-making process of the advertising manager in utilizing advertising as a method of mass communication.

Method: Discuss the nature of objectives and themes of mass communication. Review the nature of public relations in business relative to group action in communication. The class should analyze a case problem in which it can apply the decision-making process to the utilization of advertising to communicating ideas, with special emphasis on problem definition, appraisal of existing facilities, and financial factors.

Fifth Week: Advertising creative strategy and marketing decisions

Aim: To teach and distinguish the concept of creative strategy from tactics relative to market information and the composition of the promotion mix.

Method: Explain the interrelationship that exists between the market target, positioning of the product, packaging, pricing, media planning, and the advertising budget in building the "purchase proposition." The students should then develop a tactical plan for a specific product in the form of a basic campaign in order to visualize how the responsibility of management is primarily concerned with creative strategy, whereas the tactical aspects are implemented by lower echelons of the organization.

Sixth Week: The advertising budget

Aim: to teach the application of the management functions of planning and control to the advertising budget.

Method: Define the advertising budget and its various ramifications. Provide the students with a problem in which they are responsible to plan and determine the size of the advertising budget. Also, the students should allocate shares of the overall budget to the various cost centers in an advertiser's promotion program.

Assignment: Have the students play the role of an advertising manager and write a presentation to top management to get approval on an increase of fifty per cent in the budget for advertising and promotion.

Seventh Week: Advertising media planning and marketing decisions

Aim: To teach the management aspects of media planning that exists above the operational levels of the organization.

Method: Describe the role that advertising management must play relative to media planning, especially with respect to factors that influence the choice of media. Emphasis should be placed on the importance of the market, product, distribution, sales promotion strategy, and the nature of advertising copy to be used. The students should then be exposed to quantitative considerations in the selection of media for a particular product. Media comparisons should be made on the basis of (1) potential coverage, (2) continuity, (3) reach, (4) frequency, and (5) cost efficiency.

Assignment: Assign a hypothetical advertising scheduling problem in which the students will be required to use the various publications of Standard Rate and Data Service. Begin with a new product and a marketing goal for it. Specify a sum of money to be used in buying media. The students will be required to design an advertising schedule which will bring the best results from the expenditure of that money.

Eighth Week: Advertising research and evaluation of the advertising effort

Aim: To provide greater insight into the use of advertising research by management to form the advertising plan, control advertising expenditures, analyze available media, and evaluating advertising results.

Method: Explain the importance of research to the management functions in advertising. Special emphasis should be placed on planning, control of expenditures, and evaluation of advertising effort. Discuss the various types of tests used to evaluate advertising results. The students should be allowed to apply selected tests of results to copy, indirect response, and impact in the classroom under controlled conditions.

Assignment: Have the students select eight advertisements from current magazines for competing products. The students should use the other members of the class or respondents for the paired comparison opinion test to rate the ads. Discuss the merits of such an evaluating procedure and how useful it would be to an advertising manager.

Ninth Week: The sales promotion program

Aim: To teach the differences in functions and responsibilities of top management and advertising management relative to the company's sales promotion program.

Method: Discuss the factors which influence the choice of promotion methods in relation to a company's objectives and marketing policies. Explain the role of advertising management in planning the sales promotion program within the boundries of the overall company goals and objectives. Students should interview advertising managers and determine the nature of the sales promotion programs that exist and how these programs fit in the overall strategy of the company.

Tenth Week: Organization for advertising management

Aim: To teach the place of advertising in a company's organizational structure and the role of an advertising department within a company and its relationship to the advertising agency. Emphasis should be placed on staffing and coordination activities relative to advertising and sales promotion.

Method: Explain the types of organization for advertising relative to centralization and decentralization of managerial responsibility. Emphasis should be placed on advertising management's relations with advertising agencies. Discuss the nature of the method of agency compensation.

Assignment: Have the students conduct library research using only Advertising Age and/or Printer's Ink (Marketing & Communications). The objectives of the project will be to (1) list all of the account changes from one advertising agency to another that are reported in one issue, and (2) list the possible reasons for these changes from a management point of view.

4. (a) Type of Instruction

Lecture and discussion.

(b) Texts and Materials

Wedding, Nugent and Richard S. Lessler. Advertising Management, The Ronald Press Company, 1962

Barbon, Arnold M. and C. H. Sandage. Readings in Advertising and Promotion Strategy, Homewood: Richard D. Irwin, Inc. 1968

(c) Special or Unusual Projects

The students will be required to explore the available literature relative to advertising and sales promotion. Specifically, the students will seek existing problems in the following areas:

1. Advertising from the top management point of view;
2. Decision making in advertising and sales promotion;
3. Advertising and the stimulation of primary demand;
4. Advertising and the stimulation of selective demand;
5. The building of Advertising and sales promotion programs; and
6. Advertising agency relations.

They will then select one problem, define it, collect data relevant to the problem, analyze the data, and draw conclusions on the basis of the data collected. The results of the students' research will be presented in class for discussion of the various ramifications and implications of the problem, data, and conclusions. The class will, on the basis of the discussion, develop a set of recommendations or alternative solutions to the problem which an advertising manager would utilize in the problem solving process.

5. Justification of Level of Course.

The student in this course will have successfully completed the introductory course, Principles of Advertising - Marketing 250 (350) and Principles of Management. The course is planned to expose students to advertising and sales promotion from a managerial point of view which requires advanced learning approaches, including lectures, case studies, library research, and use of the problem solving process.

6. This course is not similar to any other course now offered at Eastern Illinois University.

7. Advertising Management will be assigned for undergraduate and graduate credit. The course will be assigned to Dr. John Mertes, a member of the graduate faculty.

8. This course is similar to courses currently offered at both graduate and undergraduate levels at the other state universities of Illinois. We will accept transfer courses of students enrolled in the B.S. in B. and MBA degree program.

9. Date Approved by the Department.

This proposal for adding this course to the curriculum of the Department of Marketing approved by the faculty of the Department of Marketing on December 8, 1969.

10. Date Approved by College or School.

This proposal for adding Advertising Management, Marketing 474, to the curriculum of the School of Business Administration approved by the Curriculum Committee of the School of Business on: January 20, 1970.